

## Peer Review Plan

Preliminary Title: Introduction of New Food Products with Voluntary Nutrient-Content Claims, 1989-2010

Type of Report (ERR, EIB, EB) EIB

Agency: Economic Research Service [X] Influential Scientific Information  
USDA [ ] Highly Influential Scientific Assessment

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Subject of Review: Voluntary nutrient-content claims by food companies accounted for 43.1 percent of new product introductions in 2010. These claims have the potential to influence consumer purchase decisions and lead to healthier product innovations. Hence, it is important to understand how food labeling regulations and diet/nutrition information can impact food companies' adoption of nutrient claims. Products reformulations to qualify for a specific nutrient claim, however, may not necessarily lead to a healthier product if substitute ingredients adversely affect the overall healthfulness of the product.

This study provides a comprehensive analysis of new U.S. food and beverage products with nutrient-content claims from 1989 to 2010. It delineates nutrient claims by product category and type of nutrient claim. In this way, we can examine adjustments in the use of nutrient claims in new product development over periods of changing regulatory regimes, new diet and nutrition information, and evolving consumer preferences.

Purpose of Review: The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.

Type of Review: [ ] Panel Review [X] Individual Reviewers

[ ] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 02/28/12 End: XX/XX/XX Completed: XX/XX/XX

Number of Reviewers: [ ] 3 or fewer [X] 4 to 10 [ ] More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: [X] Agency [ ] Designated Outside Organization  
Organization's Name:

Opportunities for Public Comment? [ ] Yes [X] No

If yes, briefly state how and when these opportunities will be provided:

How:

When:

Peer Reviewers Provided with Public Comments? [ ] Yes [X] No

Public Nominations Requested for Review Panel? [ ] Yes [X] No

